



CALPEEK

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CALPEEK will be taking off the next two weeks, meaning there will be no CALPEEKs on Nov. 23 or Nov. 30. Our next (and our last issue for 1992) will be dated Dec. 7, 1992. Here's wishing all CALPEEK subscribers and readers a very joyous Thanksgiving Holiday...

CAMPAIGN 1992: CALPEEK'S WINNERS & LOSERS.

Editor's note: Here's your favorite column on how campaign consultants and politicians fared on election night, plus some other "special" AWARDS...

● **BIG WINNER** - There really wasn't one consultant who overpowered everyone else in this election cycle, but Kam Kuwata's direction of U.S. Sen. Dianne Feinstein's campaign comes close. It was a well-run and flawless campaign. The Morris & Carrick TV ad with DiFi and her new granddaughter was one of the best POSITIVE TV spots in the entire election cycle...

● **SPECIAL AWARD** - To CDP Chair Phil Angelides, who guided CA Demos to their best election in many a year...

● **OTHER DEMO WINNERS** - Make no mistake, it was the Demo consultants who had the best night. Skelton, Grover & Assoc. of L.A. went 8 for 9 in CA, but won 2 of the toughest races in Bowen for 53rd A.D. and Harman (mail) in the 36th C.D. Other Demos who had good fortune included Paul Kinney, Larry Sheingold, Phil Giarrizzo, John Whitehurst, The Campaign Group and Squier/Eskew Knapp...

● **UNDERCOVER DEMO AWARD** - To Bill Cavala from the Speaker's Office of Majority Services, whose hit mail and TV against GOP assembly candidates Jeff Marston and Steve Baldwin rank as classics...

● **LONGEST NIGHT AWARD** - Hands down winner (loser) is consultant Joe Shumate, who was in overall charge of the GOP Assembly campaigns for Gov. Pete Wilson. Instead of picking up seats, the GOP lost ground...

● **BEST OF THE GOP AWARD** - To Sacto consultant Wayne Johnson, with wins for Pombo, Richter, Doolittle (radio), YES on 164 and YES on 162...

● **BEST INITIATIVE CAMPAIGN** - All of the NO campaigns (161, 165, 166 and 167) did a good job as did YES on 162 & 163. But the winner in terms of the best TV ad goes to Cavalier & Assoc. of Sacto for NO on 161. C&A's :30-sec. TV ad featuring testimonials of real people who had been diagnosed as terminal had sobering impact...

● **DRIVE-BY TV HIT AWARD** - Goes to consultant George Gorton for his YES on 165 hit aimed at Speaker Willie Brown and Gorton's own boss, Gov. Pete...

● **WORST IDEA FOR A BALLOT INITIATIVE** - Hardline conservatives and Demos both agree on this one: Prop. 165...

● **BEST OVERALL ELECTION COVERAGE** - Hands down winner: Century Cable TV...

● **BEST NEW SLATE** - CARAL-PAC's slate, which was mailed to 800,000 CA voters...

● **BEST SPINS** - GOP consultant Ken Khachigian, who kept Bruce Herschensohn credible throughout the campaign...

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● HIT MAIL OVERKILL AWARD - To Sacto-based Huckaby, Rodriguez & Gilliard for their hit mailer on Demo Debra Bowen, accusing Bowen of using Nazi propaganda techniques in her campaign against Brad Parton. It backfired...

● SCREW YOUR FELLOW SUP AWARD - To S.F. Co. Sup. Bill Maher for his hit against fellow Supes Jim Gonzalez and Terence Hallinan. Did it work? Gonzalez was the only incumbent sup to lose...

● MIA AWARD - To Berman & D'Agostino Campaigns(BAD Campaigns)...

● DUMB IDEA AWARD - This special award goes to L.A. County Supes Edelman, Hahn and Molina, for placing Measures B & C on the ballot WITHOUT any money to help educate voters about these measures for a county CEO and increasing the board from 5 to 9 members. The LWV and media editorials aren't enough --- these measures needed a strong paid effort...

● ON SPEAKER WILLIE BROWN'S HIT LIST - Watch out CCPOA and ACIC...

● ON SENATE PRES. ROBERTI'S HIT LIST - Watch out Marlene Bane and CCPOA...

● 911 RESCUE AWARD - Hands down winner, with no competition, goes the Harvey Englander's Campaign Management Inc. for its rescue of L.A. Co. Sup. Deane Dana...

● BEST HIT MAIL IN A LOSING CAUSE - To consultant Garry South for Gordana Swanson against Deane Dana. The hits really made Dana look bad...

● BEST NEW POLITICAL BUTTON AWARD - Seen at a recent CA insurance convention: John Garamendi for Governor --- of New York...

● NO ONE LIKES ME AWARD - To defeated Demo House candidate Patti Garamendi of Stockton. For the 3rd time in 22 months, Patti bit the dust...

● TV OVERKILL AWARD - To Demo House winner Jane Harman in her battle to win the 36th C.D. in L.A. She used a ton of regular TV to swamp her opponent...

● LEFT STANDING IN THE DUST AWARD - To Harman's GOP opponent, L.A. Councilwoman

Joan Flores. Harman also hit Flores with a "Joan of ARCO" mailer. Ohhhh....

● I TOLD YOU SO AWARD - To Flores' key June GOP primary opponent, Maureen Reagan. Stay tuned...

CALPEEK COUNTS AT LEAST 4 SPECIALS FOR '93.

Editor's note: Here's a brief rundown on SPECIAL ELECTIONS that will occur in 1993. Three(3) are for State Senate and one is for the State Assembly. And depending upon who wins, there could be several more specials. In the State Senate specials, candidates will run in EVEN numbered districts and in the old, pre-remapped districts. Also remember that Prop. 73 contribution limits apply in a special -- \$1,000 per person and \$5,000 per PAC...

● 31st A.D. - Demo Assemblyman Bruce Bronzan of Fresno has resigned. No date yet for the special. The only candidate to surface is Bronzan's top AA, Cruz Bustamonte...

● 2nd S.D. - This is the seat of State Sen. Majority Leader Barry Kenne, who has said he plans to resign shortly. It's a Demo area and so far only Demo Assemblyman Dan Hauser has announced, but sources think State Sen. Mike Thompson(D) will also run. Sources say that Thompson had planned to run against Keene in two years...

● 16th S.D. - This is the seat of State Sen. Don Rogers(R-Bakersfield), who was elected in the neighboring 17th S.D. (more friendly GOP turf). GOPers Joe Shell and former Assemblyman Phil Wyman will be in the race, as will Bakersfield school board member Irma Carson(D). Testing the water is Demo Assemblyman Jim Costa of Fresno...

● 32nd S.D. - Ed Royce was elected to the U.S. House, so this Orange Co. district is open. About a week ago former Congressman Bill Dannemeyer(R) said he wanted to run, but now has backed out --- deciding to run against U.S. Sen. Dianne Feinstein in 1994. That leaves the door open for ex Dornan aide Brian Bennett. The only other name to surface, and it's only a rumor, is GOP Assemblyman Ross Johnson. Stay tuned...

CALPEEK'S ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few items of interest...

● **MORE CALIF. BUDGET BLUES** - More red ink is in Calif.'s future, according to CALPEEK sources. If the State is lucky, the deficit only will be about \$4 billion. One CALPEEK source placed the red ink at \$6 billion and climbing...

● **ANOTHER WILSON RECALL GROUP** - Several weeks ago CALPEEK reported that Gordon Reynolds of San Jose and Deborah Murray of Sacramento had launched a recall of Gov. Pete Wilson. Now ANOTHER recall group has been given the green light to launch a 2nd recall. This group is led by Gary Karnes of Salinas and Ralph White of Stockton. They must submit 923,937 signatures by Apr. 8 to qualify. Recall proponents can be contacted at (408)453-2440...

● **BRULTE NEW GOP ASSEMBLY LEADER** - Turned out that GOP Assemblyman Jim Brulte of Rancho Cucamonga didn't have any competition when it came time to replace Bill Jones as the GOP Assembly Leader. Brulte had the job locked up a few hours after Jones resigned. FYI: Some CALPEEK sources also confirm that if Assemblyman Dean Andal(R) of Stockton had won outright over his Demo opponent Mike Machado on election night, he would have been selected as GOP Assembly Leader. But Andal had to wait several days before ABSENTEE BALLOTS put him over the top as the winner...

● **THE FELANDO FILE** - There's an old saying that a winner has many fathers, but defeat is an orphan. But in the case of Demo Betty Karnette's win over GOP Assemblyman Gerald Felando of San Pedro, it seems that some Demo campaign consultants would just as soon keep their IDs undercover. YES, Adler-Wilson Campaigns did most of the late hit mail against Felando, but not all of it. Some of the mail even had a Michael Berman-Bill Cavala flavor -- especially two hit pieces signed by U.S. Rep. Howard Berman. FYI: Demo Speaker Willie Brown let it be known that he had NO part in the ambush of his friend. Big winners in the Felando ambush were the CTA and various public employee unions...

● **A STATEWIDE SPECIAL IN THE SPRING?** - Just a rumor, but several sources say there

are rumblings that Gov. Pete will call a special statewide election to coincide with the spring specials and/or the L.A. Muni election. What would be on the ballot? **SCHOOL CHOICE.** Wilson would love to get this very controversial measure out of the way before the June 1994 primary. The school choice/voucher system initiative has already qualified for the ballot...

● **CARD CLUB MADNESS** - 2 of 6 proposals for card clubs won approval (Inglewood and Desert Hot Springs). Despite the fact that the PRO and CON campaigns over card clubs are expensive, CALPEEK sources believe that the two wins will prompt other cities to explore poker clubs. West Hollywood card club proponents have just submitted signatures for another ballot measure. HOW expensive is it to run a card club campaign? In National City, the YES on R forces spent about \$634,000 (at last count), but got only 34.2%. That worked out to about \$201 per vote. The NO on R forces spent about \$25,000 and got 65.8% -- or \$3.96 per vote. Anderson & Kern and consultant Sara Katz worked on the NO on R campaign...

CA INITIATIVE UPDATE: MORE BUDGET LAWS.

Editor's note: Because of the election, we fell behind in reporting these new initiative measures now in circulation...

● **"BUDGET PROCESS. FORFEITURE OF OFFICE,"** is the official title of a constitutional amendment that would require the governor and legislature to forfeit their offices IF a budget is not passed by June 15 or enacted by June 30 each year. Donald Blake Jr. of Oroville is one of 57 sponsors of this measure. His group has until Feb. 22, 1993 to collect 615,958 signatures. He can be reached at (916)534-9680...

● **"MAJORITY VOTE. STATE BUDGET..."** is the short version of a very long title for this constitutional amendment submitted by Howard Owens of Sacto (916)429-0295. If approved, the legislature could pass the budget with a majority vote. But if not approved by the June 15 deadline, the governor and legislature would forfeit their salary and living expenses. This measure also would allow a majority vote on G.O. bonds for schools, instead of the current 2/3rds. Owens has until Mar. 8, 1993, to submit 615,958 signatures...

L.A. MAYOR'S RACE: CANDIDATE FIELD WIDENS.

Editor's note: The field of candidates running for Mayor of Los Angeles is getting bigger with each passing week. The election is set for April 20 of next year. Here is CALPEEK's brief update...

...It's still too early to handicap this contest because of the UNKNOWNs, but we can break the field down into these groups...

- IN THE RACE - L.A. Councilmembers Joel Wachs, Nate Holden and Michael Woo; RTD director/businessman Nick Patsaouras; former L.A. Dep. Mayor Tom Houston; and former L.A. school board member Julian Nava...

- ALMOST IN - attorney/businessman Richard Riordan; and Demo Assemblyman Richard Katz...

- STILL LOOKING - L.A. Co. Sup. Gloria Molina, L.A. Council Pres. John Ferraro; Councilman Zev Yaroslavsky; and perhaps U.S. Rep. Howard Berman. The best guess among CALPEEK sources is that Ferraro and Berman WON'T run...

...In terms of ranking these individuals into TIERS, it's a difficult task until the field is firm, which it isn't. The biggest UNKNOWN causing the MOST uncertainty is Molina. She's being pulled in two directions - to run AND to stay put. CALPEEK sources say Molina will make a decision VERY soon. As for Yaroslavsky, that's another tough call. With Katz in the race, it's going to be difficult on both of them. Opinions are split on whether Zev will run, but if he does, he'll have to give up his otherwise safe 5th District seat...

...One thing is fairly certain: there are 3 people in this race who are LONG SHOTS: Houston, Nava and Patsaouras...

...FYI: Long shots and others are hiring some high-priced talent to run their campaigns. Katz has hired James Carville (he was Clinton's main strategist); Riordan has hired Clint Reilly; Woo has hired Squier/Eskew Knapp Communications; and Patsaouras has hired Bill Carrick. Stay tuned...



NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- KNBC-TV political reporter Linda Douglass will be leaving Channel 4 to move to Washington D.C. with her attorney husband and family. A major loss for Chn. 4...

- State Sen. Barry Keene (D-Vallejo), who has announced that he will resign from the legislature shortly, will become president of the Assn. for CA Tort Reform (ACTR)...

- Daily Breeze political reporter John Rofe moves to Copley's downtown L.A. bureau...

- Breaking up their slate card partnership are Demo consultants Jill Barad and Larry Levine. From here on out, "Your Voter Guide" slate card will be run by Barad's firm...

- Assemblyman Bruce Bronzan (D-Fresno), who also has resigned his job, will be the associate dean at the UC/San Francisco Regional Medical Center in Fresno...

- Staying with new Demo U.S. Sen. Dianne Feinstein is press secretary Bill Chandler. Campaign consultant Kam Kuwata will remain with DiFi through the transition and then will depart, according to sources...

MARKETPLACE NETWORK

- EXPERIENCED POLITICAL hand willing to temporarily "un-retire" for campaign(s) in Los Angeles during Spring, 1993. Outstanding credentials in press relations and daily campaign operations. For resume or more information, call me, Jackie Brainard, (801)649-4376...

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